

NATIONAL WEATHER SERVICE POLICY DIRECTIVE 10-18
September 30, 2002

Operations and Services

SERVICE OUTREACH

NOTICE: This publication is available at: <http://www.nws.noaa.gov/directives/>.

OPR: OS5 (D. Wernly)

Certified by: OS (G. Mandt)

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1. The National Weather Service (NWS) products and services touch the lives of every citizen. A comprehensive service outreach program enables us to provide the services our customers and partners expect.
2. The objectives of service outreach are to increase: response to warnings and critical weather, water, and climate events; awareness and preparation for extreme events; understanding of available services; use of our products and services; and feedback toward improved services.
3. This policy directive establishes the following authorities and responsibilities:
 - 3.1 The Office of Climate, Water and Weather Services (OCWWS) is responsible for establishing policy and procedural directives for NWS service outreach, conducting service outreach with national partners, and establishing national training programs to improve service outreach efforts.
 - 3.2 The regional headquarters are responsible for: ensuring Weather Forecast Office (WFO) compliance with established policies and procedures; ensuring supplements are compatible across regional boundaries; providing technical assistance to WFOs; evaluating effectiveness indicators within their region; and reporting activities to other regions, the National Centers for Environmental Prediction (NCEP), and OCWWS. Regional headquarters will identify one WFO per state to coordinate state level service outreach activities.
 - 3.3 WFOs are the center for most NWS service outreach efforts. The WFO Warning Coordination Meteorologist (WCM) is the focal point for WFO service outreach activities. The WFO identified to coordinate state level service outreach activities will be known as the State Liaison Office (SLO). The SLO will normally be the WFO whose county warning area (CWA) includes the state capital. NWS Center Weather Service Units (CWSUs) and River Forecast Centers (RFCs) will also conduct service outreach activities and will designate a service outreach focal point.

3.4 Each NCEP service center will conduct service outreach activities and will identify a focal point to coordinate their efforts. The Tropical Prediction Center and the Storm Prediction Center will each have a WCM as their service outreach focal point.

4. Measurements of success for this directive will include data from the service outreach reports as well as findings included in service assessment reports.

5. This policy directive is supported by the references and glossary of terms listed in **Attachment 1**.

signed by John E. Jones, Jr. September 30, 2002

John J. Kelly, Jr. Date

Assistant Administrator
for Weather Services

Attachment 1

REFERENCES AND GLOSSARY OF TERMS

Procedural Directives

NWS Instruction 10-1801, *Warning Coordination and Hazard Awareness*
NWS Instruction 10-1802, *StormReady Recognition Program*
NWS Instruction 10-1803, *Service Education and Feedback*
NWS Instruction 10-1804, *Service Outreach Reporting Requirements*

Terms

Customer - Users of NWS weather information and services.

Customer and Partner Feedback - Input from customers and partners on our services and products. Some information can be used for generation of service requirements.

External Affairs - Efforts to promote an understanding and support for NOAA and the NWS.

Partner - Companies, corporations, vendors, agencies, universities, etc., that associate with the NWS in the distribution of weather information and services.

Public - The people of a parish, county, commonwealth, state, territory, region or nation.